Consumerizing Port Communications

Arley M. Baker
American Association of Port Authorities
2008 Convention / Anchorage, Alaska
September 25, 2008
The Landscape Factor
Los Angeles
What Angelenos Think About...

Air Quality

Education

Our Daily Commute
Los Angeles
2007 Centennial

- Create events that connect our Port to...
  - The community
  - Regional history
  - Business trends
  - Environmental Responsibility
  - Customers
- Document Our History
- Re-energize Existing Outreach Platforms
Centennial Rail Festival

Saturday, April 21, 2007

10 a.m. - 4 p.m.

Featuring the San Bernardino Railroad Historical Society’s 1751 steam-powered locomotive, the engine that pulled the first passenger train out of Union Station in Los Angeles in 1933, plus the latest in clean technology locomotives.

Go to the Port of Los Angeles website at www.portoflosangeles.org or call (800) 831-PORT for more information.
Centennial Rail Festival
“L.A. By Design”
“L.A. By Design”
100th Birthday Celebration
Education & Outreach
School Boat Tour Program

72% increase since CY 2005

172% increase since CY 2005
Employee Speakers Bureau

Audience Reach

<table>
<thead>
<tr>
<th>Year</th>
<th>Audience Reach</th>
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</thead>
<tbody>
<tr>
<td>2005</td>
<td>3,832</td>
</tr>
<tr>
<td>2006</td>
<td>5,751</td>
</tr>
<tr>
<td>2007</td>
<td>6,316</td>
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37% increase in number of engagements since CY 2005

Number of Presentations/Events

<table>
<thead>
<tr>
<th>Year</th>
<th>Presentations/Events</th>
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</thead>
<tbody>
<tr>
<td>2005</td>
<td>65</td>
</tr>
<tr>
<td>2006</td>
<td>74</td>
</tr>
<tr>
<td>2007</td>
<td>89</td>
</tr>
</tbody>
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65% increase in audience reach since CY 2005
Introducing… “The TransPORTer”
The TransPORTer
The TransPORTer
Creativity & Execution
100% Organic!
SO, WHAT HAPPENS WHEN HOLLYWOOD MEETS THE PORT OF LOS ANGELES?...